



ADDRESS REPLY TO:  
Div. of Apprenticeship Standards  
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## PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING MINUTES

Chairperson Carl Goff

Hyatt Regency Monterey Hotel

Wednesday, January 29, 2014

2:30 P.M. – 3:30 P.M.

Room – Pebble

### I. Call to Order/Roll Call

Chairperson Carl Goff called meeting to order at 2:35 p.m.

- Members present: Carl Goff, Pat McGinn, Richard Harris, Scott Gordon, Hector Velez, Paul Von Burg, Diane Ravnik
- Members absent: Yvonne de la Peña

### II. Review/approve October 24, 2013 minutes

- A motion and a second were made to approve the October 24, 2013 meeting minutes. All were in favor. The motion carried.

### III. Updates

- Newsletter- Chief Ravnik reported the theme for the newsletter was on the 75<sup>th</sup> Anniversary of Apprenticeship in California which will be celebrated at the California Conference on Apprenticeship in April. Ms. Ravnik also noted that the flyer for the conference was on the back of the newsletter and reminded the attendees to register before the deadline. She noted that recognition was given to the five new Commissioners on the Council and an article from the new 2014 CAC Chairperson, Commissioner Jack Buckhorn.
- Report from the Working Group  
Chief Ravnik reported that recent discussions have been focused on increasing participation in the Working Group and asked the attendees to contact her if they would like to submit an article in the newsletter. She also asked to send her contact

information on anyone who would benefit from the newsletter so they can be added to the mailing list. It was suggested to submit an article on the new Secretary of Labor & Workforce Development, David Lanier.

#### IV. Hall of Fame

- Chairperson Goff reported that five people have been nominated. Deputy Chief Glen Forman passed out the Hall of Fame applications to the committee for review, discussion and a vote to accept and induct them into the Apprenticeship Hall of Fame. The nominees are Richard Harris – Residential Contractors Association, Mike Quevedo Jr. – southern California Laborers JAC, Darell Lawrence – Carpenters Training Committee for Northern California, John Bullock – Carpenters Training Committee for Northern California, and Governor Edmund G. Brown Jr. Mr. Forman noted that Governor Brown actually started the Hall of Fame in 1981. He continued reporting that there is not a set number of people that can be inducted to the Hall of Fame but the only criteria to be on the Hall of Fame is they had to have made a significant contribution to apprenticeship in the state of California. Comments and accolades from the public were made on the nominees. DAS Chief Diane Ravnik gave a brief history on the contributions that the governor Brown has made to apprenticeship in California.  
Commissioner Scott Gordon made a motion to nominate all five of the nominees into the Apprenticeship Hall of Fame. Commissioner Paul Von Berg seconded the motion. All were in favor. The motion carried.

#### V. Strategies, Goals, and Better ways to Market Apprenticeship

It was suggested that to offer programs and or training centers to show a website video of their facility at this committee meeting. Chairperson Carl Goff will address the suggestion at the next committee meeting in July.

It was also suggested to add the community colleges to the mailing list for the newsletter. Chief Ravnik noted that the community colleges with LEAs should be added.

Another suggestion was to create a Facebook page on the DAS website. Deputy Chief Glen Forman will approach the DIR Communications Department for clearance to add an Apprenticeship Facebook page.

#### VI. Adjournment

- A motion and a second were made to adjourn the meeting. All were in favor. The motion carried. Meeting adjourned at 3:45 p.m.